



Station Order Revised Warren for Senate 2012

Market: Boston

Estimate ID

Flight Dates: Monday, August 20, 2012 to Sunday, August 26, 2012

11586

Contact: Charlie Shiebler

Phone: 617-725-0777

Email: Cshiebler@whdh.com

Fax: 617-248-9553

Direct:

WHDH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Aug 20	Aug 21	Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WHDH 5a News 5:00 AM 5:30 AM	EM	M-F 30	\$500.00 \$2,500.00	1	1	1	1	1			5
WHDH 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$500.00 \$2,500.00	1	1	1	1	1			5
WHDH 6a News 6:00 AM 6:30 AM	EM	M-F 30	\$1,000.00 \$5,000.00	1	1	1	1	1			5
WHDH 6:30a News 6:30 AM 7:00 AM	EM	M-F 30	\$1,000.00 \$5,000.00	1	1	1	1	1			5
Today Show 7:00 AM 8:00 AM	EM	M-F 30	\$1,500.00 \$15,000.00	2	2	2	2	2			10
Today Show 8:00 AM 9:00 AM	EM	M-F 30	\$1,500.00 \$15,000.00	2	2	2	2	2			10
Saturday Today 7:00 AM 9:00 AM	EM	Sa 30	\$750.00 \$1,500.00						2		2
Saturday 9a News 9:00 AM 10:00 AM	EM	Sa 30	\$900.00 \$900.00						1		1
Sunday Today 8:00 AM 9:00 AM	EM	Su 30	\$750.00 \$1,500.00							2	2
WHDH 9a News 9:00 AM 9:30 AM	DT	M-F 30	\$500.00 \$2,500.00	1	1	1	1	1			5
WHDH 9:30a News 9:30 AM 10:00 AM	DT	M-F 30	\$500.00 \$2,500.00	1	1	1	1	1			5
Today II 10:00 AM 11:00 AM	DT	M-F 30	\$400.00 \$800.00		1			1			2

Rachael Beale

Media Strategies and Research

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				Aug 20	Aug 21	Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
WHDH Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$400.00 \$800.00	1		1					2
WHDH 12:30p News 12:30 PM 1:00 PM	DT	M-F 30	\$400.00 \$800.00		1		1				2
Days of Our Lives 1:00 PM 2:00 PM	DT	M-F 30	\$400.00 \$400.00					1			1
The Doctors 2:00 PM 3:00 PM	DT	M-F 30	\$400.00 \$400.00	1							1
Sunday Today 9:00 AM 10:30 AM	DT	Su 30	\$800.00 \$800.00							1	1
Family Feud 3:00 PM 4:00 PM	EF	M-F 30	\$400.00 \$4,000.00	2	2	2	2	2			10
WHDH 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$650.00 \$3,250.00	1	1	1	1	1			5
WHDH 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$800.00 \$4,000.00	1	1	1	1	1			5
WHDH 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$1,000.00 \$5,000.00	1	1	1	1	1			5
WHDH 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$1,200.00 \$6,000.00	1	1	1	1	1			5
WHDH 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,500.00 \$15,000.00	2	2	2	2	2			10
Saturday 6p News 6:00 PM 6:30 PM	EN	Sa 30	\$1,500.00 \$1,500.00						1		1

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				Aug 20	Aug 21	Aug 22	Aug 23	Aug 24	Aug 25	Aug 26	
Sunday 6p News 6:00 PM 6:30 PM	EN	Su 30	\$1,500.00 \$1,500.00							1	1
Access Hollywood 7:00 PM 7:30 PM	PA	M-F 30	\$1,500.00 \$7,500.00	1	1	1	1	1			5
Access Hollywood 7:00 PM 8:00 PM	PA	Sa 30	\$650.00 \$650.00						1		1
Law & Order SVU 10:00 PM 11:00 PM	PT	W 30	\$4,000.00 \$4,000.00			1					1
Rock Center 10:00 PM 11:00 PM	PT	Th 30	\$4,500.00 \$4,500.00				1				1
Dateline 10:00 PM 11:00 PM	PT	F 30	\$3,500.00 \$3,500.00					1			1
WHDH 11p News 11:00 PM 11:35 PM	LN	M-F 30	\$2,000.00 \$20,000.00	2	2	2	2	2			10
Saturday 11p News 11:00 PM 11:30 PM	LN	Sa 30	\$2,000.00 \$4,000.00						2		2
Sunday 11p News 11:00 PM 11:30 PM	LN	Su 30	\$2,000.00 \$2,000.00							1	1
Tonight Show 11:35 PM 12:35 AM	LF	M-F 30	\$1,200.00 \$6,000.00	1	1	1	1	1			5
Station Gross Totals			\$150,300.00	24	24	24	24	25	7	5	133

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